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MARKETING HIGHER EDUCATION DURING TIMES OF WAR: THE SYRIAN CASE

Abstract:

Based on the marketing mix model, the study aims at exploring current strategies used in private higher education in Syria. This an exploratory study employing sixteen interviews with key participants from two private universities. Semi-structured interviews were conducted. Findings show high sensitivity to market changes. Reflecting on the marketing mix model for higher education, major modifications were found Two main aspects were evident in shaping these modifications; these were survival strategies and security matters. The findings provide useful information for people in charge of marketing related issues at private higher education in Syria and possibly other countries suffering similar conditions.

Keywords:

Syria, marketing higher education, marketing mix, war, conflict, crisis, private university

JEL Classification: M19